**Excel Homework: Kickstart My Chart**

Background

Over $2 billion has been raised using the massively successful crowdfunding service, Kickstarter, but not every project has found success. Of the more than 300,000 projects launched on Kickstarter, only a third have made it through the funding process with a positive outcome.

Getting funded on Kickstarter requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 4,000 past projects in order to uncover any hidden trends.

Report

1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?
2. Audiovisual categories including film & video, music and theater comprise about 78% of the successful projects in the dataset with 14%, 25% and 38% of the share, respectively. Theater related projects represent a third of total share of projects. Furthermore, approximately 6 out of 10 projects in this category are successful. On the other hand, music category has the highest success ratio out of all the categories while journalism has the lowest success ratio. In addition, the following subcategories have presented 100% success rate and failure rate over time respectively,



1. The highest number of successful projects were historically in May – August months. Conversely, most projects failed in January, August and October. The theater category presents the highest count of successful projects in the summer months while games fail more frequently in the same time period. Finally, projects are cancelled pretty much consistently during the year and typically close the deadline window from one to three months.
2. Failed projects typically obtain less than 10% of the goal. Knowing this information could be a good to estimate worst case scenario loses for projects in certain categories. On the other hand, similar analyses can be made for successful projects and their % funded.
3. What are some limitations of this dataset?
4. No information about updates made to projects and the effect of these overall funding
5. No additional information projects that were cancelled despite obtaining funding needed
6. What are some other possible tables and/or graphs that we could create?
7. Percent Funded of projects that received at least 150% funding (most successful). Pivot table with either bar charts or pie charts
8. Get totals by Country with Category and sub-category. Pivot table with bar charts, stacked bar charts or pie charts.
9. Average amount funder by backer and/or number of backers by category & sub-category. Pivot chart with bar chart or line charts.